

# Business in Nebraska

Volume 55, No. 648

presented by Bureau of Business Research (BBR)

May 2000

## The High-Technology Environment in Rural Communities

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Rural communities are not barred from the knowledge-based economy. Recent survey data suggest that firms in rural communities can locate the resources they need to survive. Critical needs, such as communication with private industry leaders, can be filled even if they are not available in the area. Unfortunately, survey data also indicated that resources provided by governmental institutions are not meeting the needs of high-technology businesses.

Recently, surveys were sent to 300 high-technology firms in Nebraska, Kansas, Iowa, and Missouri. High-tech industries are defined according to the required skill level for employees. The surveys were subdivided into three groups of 100, based on county classifications. The county classifications are metro counties, rural counties adjacent to metro areas, and nonadjacent rural counties (Figure 1).

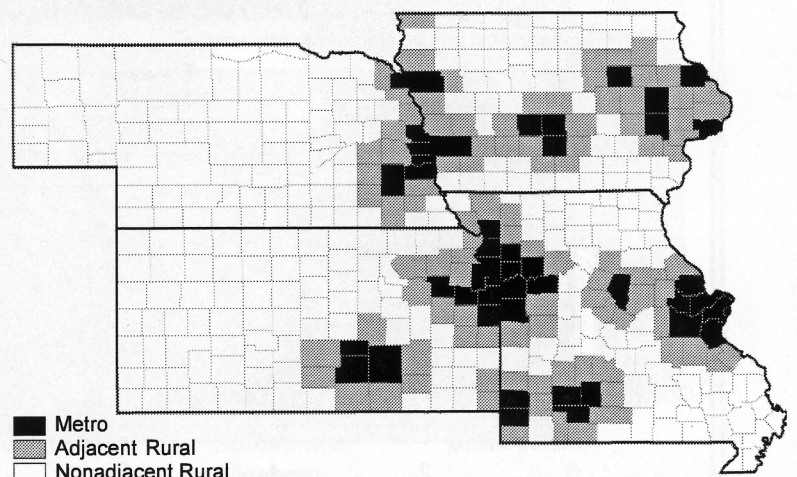
The survey focused on the nature of the firms, the resources available within the communities, and the reasons that firms chose their locations. The study did not account for the number of technology enterprises that started or failed in these counties or the venture capital available. The survey does not indicate what chance companies have of surviving in these communities; rather, it indicates that the re-

sources needed for growth are either available in rural areas, or can be successfully obtained.

**High-tech industries are defined according to the required skill level for employees.**

*(See page 12 for details.)*

**Figure 1  
County Classifications**



Firms in rural areas are able to compete in a variety of markets. Figure 2 shows that rural firms compete in roughly the same types of markets as urban companies. A majority of firms reported increased sales volume. Because many of these firms compete nationally, rural location is not a disadvantage.

Technology firms demand resources for development in the areas of new technology, research and development, and technical assistance. To meet these needs, government and private industry resources are available. The government provides assistance from community colleges, universities, federal laboratories, and government agencies. Private industry includes private firms and professional associations.

The results indicated two important trends. First, high-technology firms in rural areas are capable of generating synergy with other high-tech companies. In the high-technology centers around the country, such as Silicon Valley or the Research Triangle in North Carolina, a critical element of the development process has

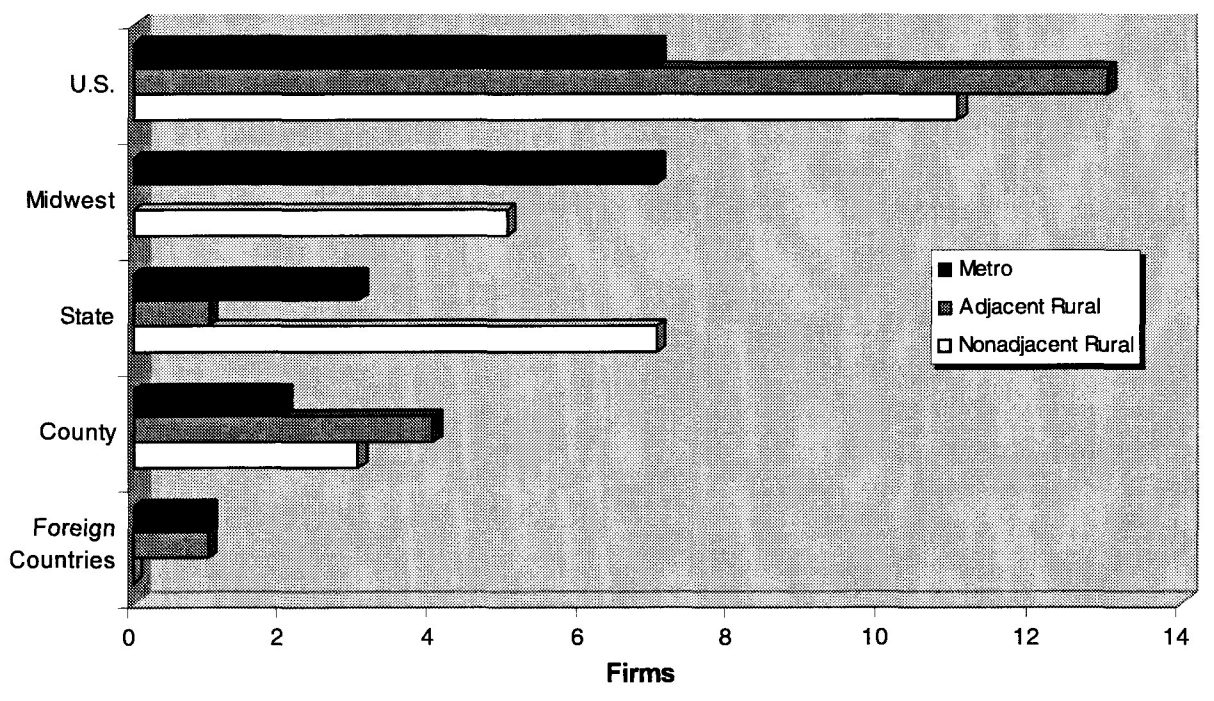
been synergy between entrepreneurs. Entrepreneurial synergy has allowed these centers to have an effect greater than the sum of the individual businesses. This synergy is not as critical in the mature manufacturing businesses. The existence of synergy was not a significant factor in the decision to move to rural areas by manufacturing companies. However, in the high-technology sector, the synergy requirement could be a barrier

to rural migration, but survey results indicate otherwise. A majority of the firms in both rural groups was confident in asking for assistance from other firms and their professional associations. The distance that separates firms from one another in more remote counties is not a barrier to the communication that produces synergy.

Second, the survey data showed that these private industry groups are not necessarily available locally, but this is not a barrier to development. For example, while 19 of 23 firms in the nonadjacent rural counties said they were confident in getting new technology assistance from private firms, only 6

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**Figure 2  
Customer Location Distribution**



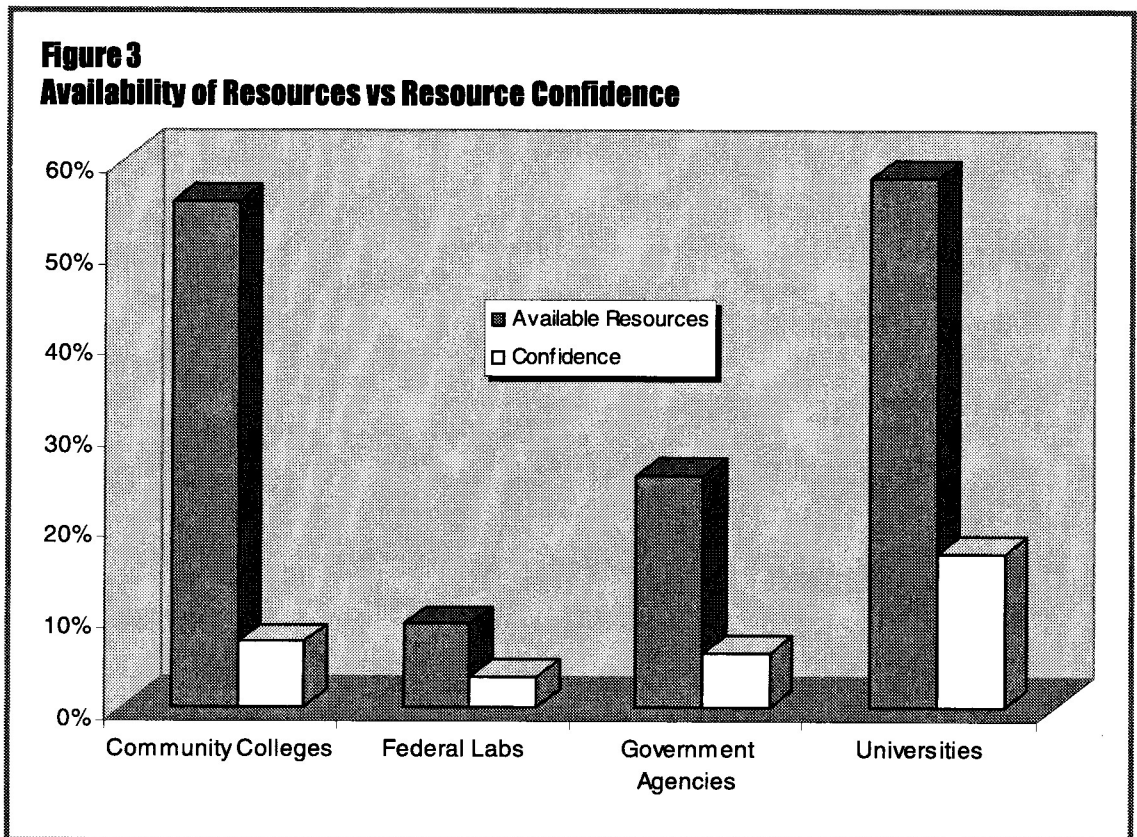
reported that these resources were within an hour's commute. Firms in the nonadjacent and adjacent rural counties reported that only small percentages of their suppliers were local, indicating that businesses outside larger cities are able to locate and utilize the necessary development resources. Distance, alone, is not an inhibitor of high-technology industry growth.

Survey results emphasize the ability of firms to interact with one another despite significant distance. About 80 percent of firms responding reported involvement in an industry-related professional association. The results were evenly distributed across county classifications. Survey respondents place a high degree of confidence in professional associations for development,

even though they do not necessarily have local access to them.

**It appears that government is not as responsive to the changing technology environment as private industry.**

Data on the government resources generated a different response. Government resources are accessible, but are not relied upon—few firms reported confidence in available government resources (Figure 3). The implications are that government is not providing quality resources, that its resources are being deployed in the wrong areas, or a combination of the two. It appears that government is not as responsive to the changing technology environment as private industry. Government resources allocated to technology development may be outdated or inefficient.



The bright spot for the government is that the quality of labor was reviewed positively. Rural area firms recruit over 50 percent of their workers locally. There was no identifiable trend in hiring technical people from outside the local area, within the state, or even outside the state (Figure 4). The lack of a trend is important for two reasons—rural firms are able to attract professionals from outside their communities and rural workers have the skill levels to compete for positions with people from urban areas.

The strength of rural areas historically has been based on the availability of natural resources. A prime example of this relationship is agriculture—the backbone industry of these communities. Further, the rural renaissance in the late 1960s and early 1970s occurred because manufacturing firms moved out of the cities to take advantage of another abundant and valuable resource—low-priced land.

Many rural firms were assumed to be branch plants or subsidiaries of larger companies located in the metro counties for reasons similar to manufacturing firms—low-priced labor and land. Only 9 of 66 firms characterized themselves as branch plants. Additionally, 40 of the 66 responding firms were

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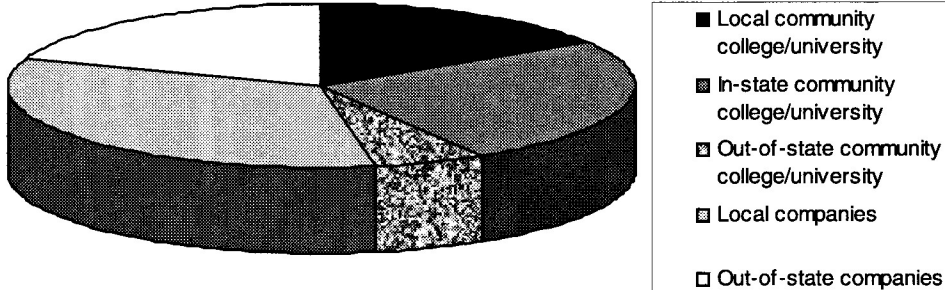
started as new independent businesses. The two rural categories accounted for 27 of these 40 firms. These results indicated the reason for the development of high technology firms in rural areas was not low-cost labor and land.

Interestingly, the number of firms that considered themselves as agribusiness was quite small—only 13 of the 66. The four states surveyed have historically strong agricultural industries, but rural firms are breaking into nontraditional industry.

The survey also attempted to determine why firms chose their current locations. The influence of the owners' ties to the communities was most significant in the nonadjacent rural counties. However, it was important in the other areas, as well. The cost of inputs and labor, and other business related factors are not the only considerations when starting a business—people want to be in a place they enjoy.

Other reasons for location varied. Some rural firms indicated that the price of land or labor was a significant reason for their location. Also, nonadjacent rural and adjacent rural firms indicated the location choices were based on the innovative atmosphere and the skill level of local employees. In rural

**Figure 4  
Hiring Distribution of Technical Workers**



counties, the owners' ties to the communities, and the availability of land for site improvements were the primary reasons. However, the sizes of local markets and quality of labor were important, as well.

Deficiencies in government support of these industries were revealed. The clearest indication from the survey is that firms are not using the available government resources. Resources provided by the government have not created confidence in the owners of technology firms. Survey results indicate that government should reconsider how resources are managed or deploy them in other areas. However, the rural labor force is receiving the proper skills training. Enhancement of technology skills training is an option. Alternatively, because synergy between technology firms is so valuable, another government strategy might be to dedicate resources

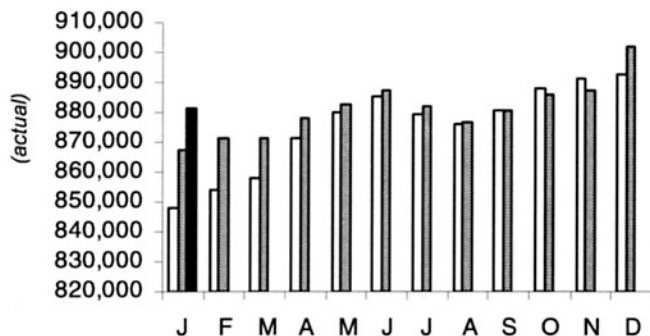
to facilitate these relationships. This would be beneficial in rural areas.

The purpose of the survey was to determine whether or not rural communities were capable of attracting and sustaining high-technology industries. There is a prevailing opinion that these high growth enterprises will move from the large cities directly to the developing nations in order to capitalize on low labor costs. However, the results of this survey indicate that rural communities have a chance to compete. The rural firms responding to the survey are competing nationally, witnessing revenue growth, and obtaining necessary resources. There is development potential for high-technology enterprises in rural areas.

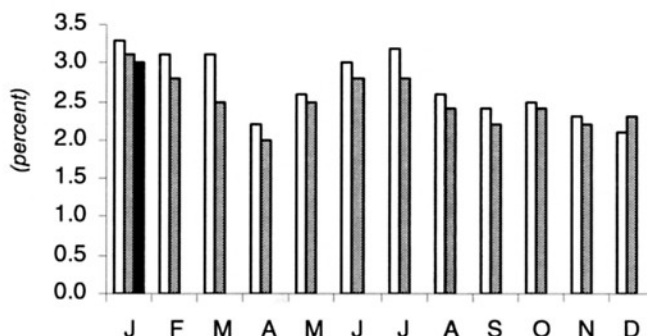
# Nebraska Stats

□ 1998    ▒ 1999    ■ 2000

## Total Nonfarm Wage & Salary Employment



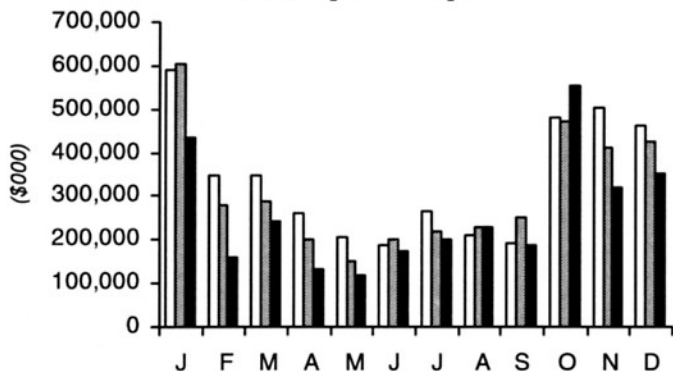
## Unemployment Rate



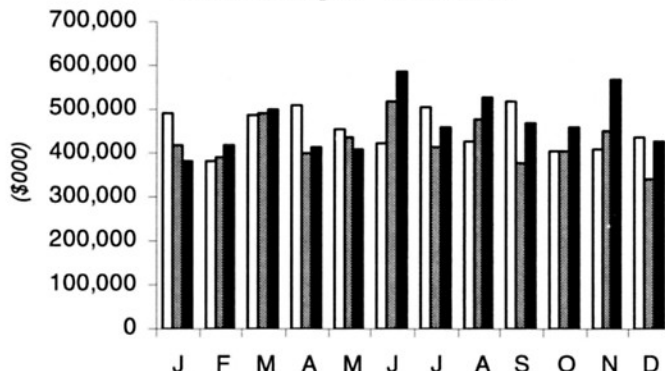
Note: All 1999 and 2000 monthly employment data are considered estimates until benchmarked. Data shown for 1999 and 2000 are the most current revised estimates available. Final benchmarked monthly data for 1999 are expected to be released by the Nebraska Department of Labor in mid-2000.

□ 1997    ▒ 1998    ■ 1999

## Cash Receipts—Crops



## Cash Receipts—Livestock



# Net Taxable Retail Sales\* for Nebraska Cities (\$000)

	December 1999 (\$000)	YTD (\$000)	YTD % Change vs Yr. Ago		December 1999 (\$000)	YTD (\$000)	YTD % Change vs Yr. Ago
Ainsworth, Brown	2,105	21,196	-6.4	Kearney, Buffalo	47,619	412,205	6.6
Albion, Boone	2,253	21,373	-3.4	Kenesaw, Adams	284	2,669	-8.0
Alliance, Box Butte	7,588	71,134	-3.4	Kimball, Kimball	2,143	21,031	4.6
Alma, Harlan	771	7,950	-3.6	La Vista, Sarpy	14,601	117,229	10.0
Arapahoe, Furnas	906	9,032	-1.7	Laurel, Cedar	486	4,431	6.3
Arlington, Washington	352	2,658	9.3	Lexington, Dawson	9,755	86,754	0.6
Arnold, Custer	388	3,368	4.3	Lincoln, Lancaster	278,461	2,564,156	6.1
Ashland, Saunders	1,703	15,456	4.3	Louisville, Cass	487	6,601	-25.7
Atkinson, Holt	1,380	11,995	-2.3	Loup City, Sherman	636	7,274	-4.9
Auburn, Nemaha	3,284	28,801	-1.0	Lyons, Burt	617	5,835	-6.3
Aurora, Hamilton	3,254	30,996	-3.3	Madison, Madison	1,103	9,522	-0.1
Axtell, Kearney	170	809	-9.9	McCook, Red Willow	15,705	142,286	3.6
Bassett, Rock	625	5,766	0.6	Milford, Seward	1,096	11,090	1.1
Battle Creek, Madison	754	7,777	1.4	Minatare, Scotts Bluff	201	1,851	-0.5
Bayard, Morrill	553	5,158	-4.0	Minden, Kearney	2,388	22,404	6.6
Beatrice, Gage	14,934	131,873	1.1	Mitchell, Scotts Bluff	979	8,594	-3.2
Beaver City, Furnas	217	1,646	-4.2	Morrill, Scotts Bluff	619	5,960	5.2
Bellevue, Sarpy	25,737	242,300	5.3	Nebraska City, Otoe	7,573	78,895	-0.2
Benkelman, Dundy	842	6,929	-0.9	Neligh, Antelope	1,547	16,338	-2.8
Bennington, Douglas	563	6,516	15.9	Newman Grove, Madison	348	3,427	-3.7
Blair, Washington	8,822	82,924	5.0	Norfolk, Madison	43,270	367,732	3.5
Bloomfield, Knox	844	7,511	-7.1	North Bend, Dodge	721	6,057	0.5
Blue Hill, Webster	533	5,427	-5.6	North Platte, Lincoln	30,538	281,238	4.6
Bridgeport, Morrill	1,202	13,655	6.2	O'Neill, Holt	5,151	51,898	1.5
Broken Bow, Custer	4,436	44,461	-1.9	Oakland, Burt	787	8,272	-2.1
Burwell, Garfield	1,418	9,791	2.1	Ogallala, Keith	6,338	69,721	2.3
Cairo, Hall	325	3,113	-10.9	Omaha, Douglas	640,284	5,937,258	4.4
Cambridge, Furnas	868	8,125	-7.0	Ord, Valley	2,322	23,082	-2.5
Central City, Merrick	2,165	21,700	3.7	Osceola, Polk	624	8,128	-13.5
Ceresco, Saunders	1,694	17,057	10.7	Oshkosh, Garden	587	5,487	-6.7
Chadron, Dawes	6,339	57,679	6.5	Osmond, Pierce	617	6,003	7.2
Chappell, Deuel	610	5,990	10.5	Oxford, Furnas	528	5,451	5.3
Clarkson, Colfax	550	5,106	-8.0	Papillion, Sarpy	11,788	91,378	9.9
Clay Center, Clay	551	4,483	-0.3	Pawnee City, Pawnee	469	3,927	3.0
Columbus, Platte	26,592	251,259	1.1	Pender, Thurston	887	9,192	3.5
Cozad, Dawson	3,260	36,703	1.1	Pierce, Pierce	1,028	8,090	0.2
Crawford, Dawes	726	6,888	3.2	Plainview, Pierce	1,055	7,889	-2.7
Creighton, Knox	1,301	14,077	6.7	Plattsmouth, Cass	4,305	42,158	2.4
Crete, Saline	3,433	40,249	3.6	Ponca, Dixon	319	5,523	-10.3
Crofton, Knox	477	4,978	2.8	Ralston, Douglas	3,886	39,768	0.0
Curtis, Frontier	406	4,204	-2.7	Randolph, Cedar	561	4,881	-9.6
Dakota City, Dakota	553	5,009	10.1	Ravenna, Buffalo	750	8,066	-12.0
David City, Butler	1,764	18,198	5.5	Red Cloud, Webster	917	8,209	-4.4
Deshler, Thayer	511	3,522	-10.8	Rushville, Sheridan	805	6,196	-5.2
Dodge, Dodge	562	3,181	5.2	Sargent, Custer	435	2,631	1.7
Doniphan, Hall	1,095	10,853	-19.1	Schuyler, Colfax	2,533	22,044	-5.1
Eagle, Cass	257	4,765	1.5	Scottsbluff, Scotts Bluff	31,498	267,642	7.4
Elgin, Antelope	676	5,182	0.9	Scribner, Dodge	620	5,615	-4.5
Elkhorn, Douglas	2,871	30,680	3.6	Seward, Seward	6,278	58,071	1.9
Elm Creek, Buffalo	405	4,764	2.9	Shelby, Polk	479	4,417	13.3
Elwood, Gosper	362	5,122	-2.6	Shelton, Buffalo	508	6,864	-12.0
Fairbury, Jefferson	4,632	40,893	2.2	Sidney, Cheyenne	11,631	111,007	20.2
Fairmont, Fillmore	246	1,945	-5.4	South Sioux City, Dakota	10,227	98,329	2.4
Falls City, Richardson	3,678	31,689	1.3	Springfield, Sarpy	742	6,829	20.1
Franklin, Franklin	934	6,958	-0.3	St. Paul, Howard	1,340	14,859	1.0
Fremont, Dodge	30,459	280,095	9.1	Stanton, Stanton	802	7,465	-0.5
Friend, Saline	606	5,784	4.2	Stromsburg, Polk	1,032	11,069	-8.9
Fullerton, Nance	676	6,294	-0.8	Superior, Nuckolls	2,250	19,364	0.4
Geneva, Fillmore	1,814	19,200	-7.8	Sutherland, Lincoln	562	4,674	16.3
Genoa, Nance	451	3,536	-3.9	Sutton, Clay	1,516	10,543	-1.6
Gering, Scotts Bluff	4,984	47,835	12.7	Syracuse, Otoe	1,287	13,766	2.7
Gibbon, Buffalo	1,028	10,045	-1.0	Tecumseh, Johnson	1,316	11,079	6.1
Gordon, Sheridan	2,041	20,536	-2.0	Tekamah, Burt	1,304	13,701	0.7
Gothenburg, Dawson	2,874	28,681	6.3	Tilden, Madison	426	4,933	-6.9
Grand Island, Hall	71,429	625,152	2.0	Utica, Seward	407	3,655	1.3
Grant, Perkins	1,073	12,112	0.3	Valentine, Cherry	4,731	50,588	1.6
Gretna, Sarpy	3,749	37,776	-5.6	Valley, Douglas	1,102	15,486	7.3
Hartington, Cedar	1,928	19,320	-3.2	Wahoo, Saunders	2,939	27,731	-2.3
Hastings, Adams	28,237	254,532	1.0	Wakefield, Dixon	446	3,969	-6.3
Hay Springs, Sheridan	603	4,427	7.6	Wauneta, Chase	541	3,823	2.3
Hebron, Thayer	2,091	21,698	-4.4	Waverly, Lancaster	886	8,445	-11.7
Henderson, York	966	7,510	-6.6	Wayne, Wayne	4,403	44,750	10.6
Hickman, Lancaster	429	3,137	-2.9	Weeping Water, Cass	829	8,210	-0.6
Holdrege, Phelps	5,194	52,585	-0.2	West Point, Cuming	4,464	43,776	-4.3
Hooper, Dodge	473	4,405	3.3	Wilber, Saline	774	5,995	8.4
Humboldt, Richardson	374	5,592	-5.2	Wisner, Cuming	978	7,862	3.9
Humphrey, Platte	818	8,918	-4.9	Wood River, Hall	434	4,766	-1.8
Imperial, Chase	2,625	24,313	-1.6	Wymore, Gage	484	5,107	4.9
Juniata, Adams	355	2,709	10.3	York, York	11,822	123,104	-0.7

\*Does not include motor vehicle sales. Motor vehicle net taxable retail sales are reported by county only.

Source: Nebraska Department of Revenue

# Net Taxable Retail Sales for Nebraska Counties (\$000)

	Motor Vehicle Sales			Other Sales			Motor Vehicle Sales			Other Sales			
	December			December			December			December			
	1999 (\$000)	YTD (\$000)	% Chg. vs Yr. Ago	1999 (\$000)	YTD (\$000)	% Chg. vs Yr. Ago	1999 (\$000)	YTD (\$000)	% Chg. vs Yr. Ago	1999 (\$000)	YTD (\$000)	% Chg. vs Yr. Ago	
Nebraska	188,497	2,521,148	4.5	1,912,649	17,228,646	4.2	Howard	669	9,455	4.2	2,080	19,507	2.0
Adams	3,005	42,396	5.0	29,210	263,481	1.0	Jefferson	1,078	12,553	-1.1	5,960	53,272	3.1
Antelope	926	11,174	-4.1	2,989	26,901	-3.0	Johnson	465	6,687	-5.1	1,835	15,180	3.5
Arthur	120	933	12.4	135	(D)	(D)	Kearney	708	10,735	-3.0	2,913	24,980	5.0
Banner	105	1,426	-5.2	16	(D)	(D)	Keith	1,085	15,841	21.6	6,986	76,811	2.5
Blaine	67	941	-26.3	113	(D)	(D)	Keya Paha	119	1,389	11.2	211	1,305	3.0
Boone	1,038	10,032	7.4	3,259	27,594	-3.4	Kimball	431	6,116	7.1	2,266	21,533	4.0
Box Butte	1,471	18,080	-1.0	8,019	74,667	-3.3	Knox	1,165	12,321	7.1	3,839	34,733	2.1
Boyd	284	2,942	8.6	997	7,104	4.0	Lancaster	23,983	329,001	4.5	282,273	2,593,582	5.9
Brown	439	5,511	16.8	2,401	22,673	-4.9	Lincoln	3,250	52,134	7.8	32,177	293,497	4.7
Buffalo	4,461	59,496	2.0	51,225	447,256	5.7	Logan	184	1,757	5.1	197	(D)	(D)
Burt	1,293	12,401	2.0	3,023	30,293	-1.1	Loup	88	912	-13.5	59	(D)	(D)
Butler	1,119	13,655	11.5	2,617	23,822	0.8	McPherson	120	873	15.8	46	(D)	(D)
Cass	3,505	45,120	8.7	7,776	80,492	1.7	Madison	3,494	49,165	1.9	46,056	394,117	3.2
Cedar	1,214	14,640	12.5	3,468	32,442	-3.9	Merrick	1,113	12,816	10.9	3,042	29,372	3.4
Chase	525	7,816	7.3	3,213	28,566	-1.3	Morrill	796	8,991	25.7	1,894	19,205	3.7
Cherry	775	10,140	-2.0	5,145	53,323	1.7	Nance	526	5,616	-0.7	1,241	10,241	-2.5
Cheyenne	948	17,167	21.7	12,350	114,793	19.7	Nemaha	644	11,071	-5.0	3,914	32,131	-1.2
Clay	913	11,594	5.1	3,735	27,125	2.5	Nuckolls	593	7,510	13.4	3,270	26,778	0.1
Colfax	1,279	14,416	7.4	3,929	32,301	-5.3	Otoe	1,531	23,485	1.1	9,613	98,261	0.9
Cuming	1,306	14,445	-0.2	6,202	58,448	-3.6	Pawnee	361	4,418	-5.3	951	6,683	4.6
Custer	1,529	17,433	5.9	6,295	57,523	-0.8	Perkins	591	7,208	11.8	1,410	14,819	2.1
Dakota	1,872	28,649	10.8	11,668	110,913	2.4	Phelps	1,347	16,186	1.4	5,715	55,924	-0.8
Dawes	835	11,333	9.4	7,124	64,660	6.2	Pierce	933	11,685	11.3	2,873	23,057	0.9
Dawson	2,667	33,556	-1.0	16,527	157,427	1.6	Platte	4,075	50,481	17.1	28,516	267,608	0.8
Deuel	309	3,266	-0.1	1,189	12,972	7.7	Polk	924	9,957	1.4	2,328	25,458	-6.2
Dixon	753	9,599	-0.7	1,234	11,159	-8.8	Red Willow	1,619	18,034	15.9	16,253	146,422	3.5
Dodge	3,555	51,027	3.3	33,361	303,221	8.4	Richardson	1,013	12,173	-0.8	4,618	40,078	-0.4
Douglas	47,237	656,415	2.0	650,679	6,050,818	4.4	Rock	227	2,949	3.4	729	6,088	1.3
Dundy	274	3,965	-0.9	908	7,141	-2.4	Saline	1,606	18,653	2.3	5,497	56,994	4.3
Fillmore	821	9,802	-6.7	3,169	29,089	-5.7	Sarpy	14,053	196,546	7.6	59,232	519,720	7.9
Franklin	444	5,136	2.3	1,371	10,139	-0.2	Saunders	2,485	33,117	2.1	8,996	74,471	5.4
Frontier	478	5,104	-2.5	997	8,245	0.3	Scotts Bluff	4,315	56,393	17.8	38,421	332,887	7.8
Furnas	685	8,338	1.6	2,717	25,890	-2.3	Seward	1,736	24,974	1.1	8,387	76,057	1.7
Gage	2,218	31,007	0.1	16,795	146,566	1.1	Sheridan	805	8,857	-8.6	3,836	34,581	-1.4
Garden	553	3,654	-7.5	887	7,801	-2.7	Sherman	420	4,907	7.1	936	8,974	-3.5
Garfield	142	2,694	-3.4	1,418	9,786	2.1	Sioux	259	3,136	14.8	199	1,585	-4.6
Gosper	312	3,842	1.1	462	5,894	-0.6	Stanton	641	9,301	2.5	1,033	9,752	4.1
Grant	215	1,884	18.1	447	2,961	4.7	Thayer	864	9,190	-2.5	3,656	32,102	-3.9
Greeley	275	3,739	-11.7	936	8,096	-4.9	Thomas	156	1,575	36.4	411	3,497	-3.5
Hall	6,054	76,780	1.5	73,639	647,837	1.4	Thurston	484	5,481	2.8	1,184	10,856	3.4
Hamilton	1,255	15,875	18.7	3,984	35,648	-3.7	Valley	353	6,179	5.0	2,718	26,035	-2.0
Harlan	503	6,450	8.8	1,135	10,748	-1.5	Washington	2,662	35,673	7.7	10,143	91,406	4.6
Hayes	268	2,161	18.3	145	(D)	(D)	Wayne	923	11,739	0.1	4,789	46,932	10.3
Hitchcock	543	5,245	16.7	1,171	7,788	5.1	Webster	642	5,683	8.2	1,670	15,074	-4.9
Holt	1,288	17,455	-3.2	7,682	72,549	0.2	Wheeler	139	1,583	-14.7	183	1,185	-11.1
Hooker	55	1,252	-12.7	453	4,430	5.2	York	1,894	21,527	-0.6	13,624	136,264	-1.1

\*Totals may not add due to rounding  
(D) Denotes disclosure suppression

Source: Nebraska Department of Revenue

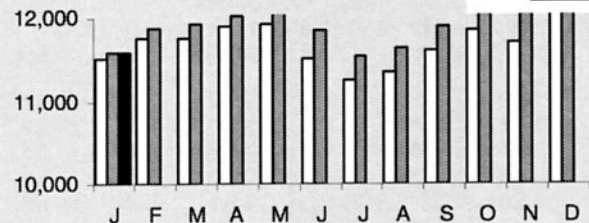
## Note on Net Taxable Retail Sales

Users of this series should be aware that taxable retail sales are not generated exclusively by traditional outlets such as clothing, discount, and hardware stores. While businesses classified as retail trade firms account for, on average, slightly more than half of total taxable sales, sizable portions of taxable sales are generated by service establishments, electric and gas utilities, wholesalers, telephone and cable companies, and manufacturers.

# Regional Nonfarm Wage and Salary Employment\* 1998 to January\*\* 2000

1998 1999 2000

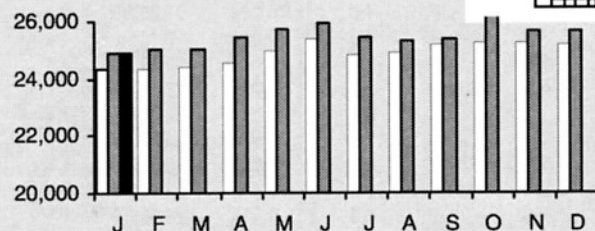
## Northwest Panhandle



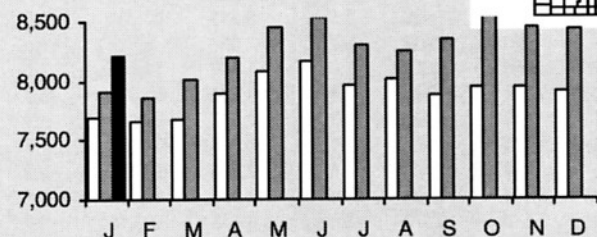
## Note to Readers

The charts on pages 8 and 9 report nonfarm employment by place of work for each region.

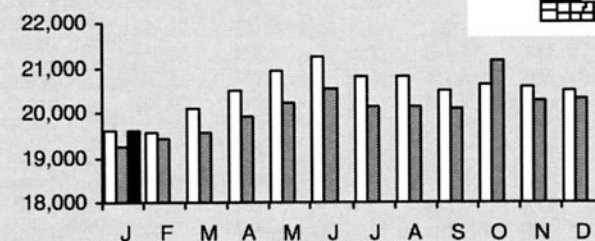
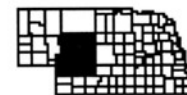
## Southwest Panhandle



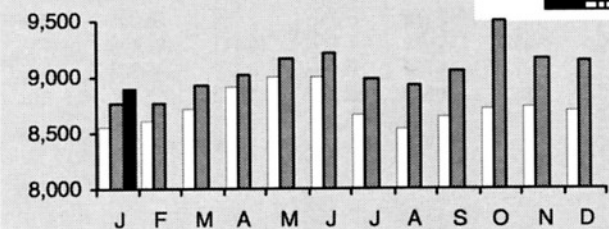
## North Central



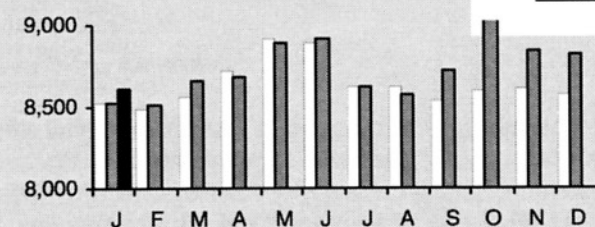
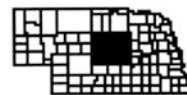
## West Central



## Southwest Central



## East Central

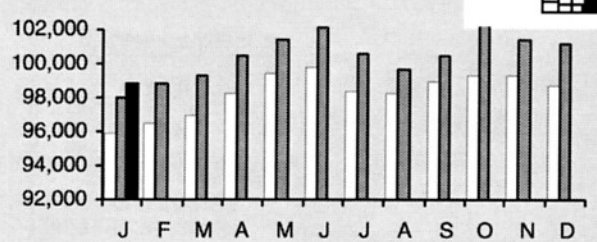




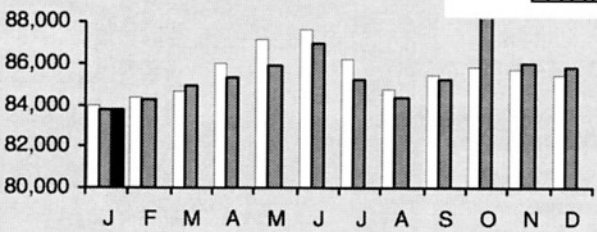
# Regional Nonfarm Wage and Salary Employment\* 1998 to January\*\* 2000

1998 1999 2000

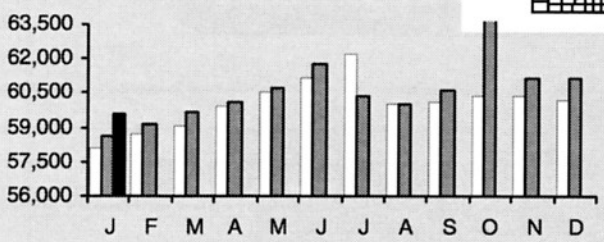
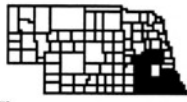
## Southeast Central



## Northeast

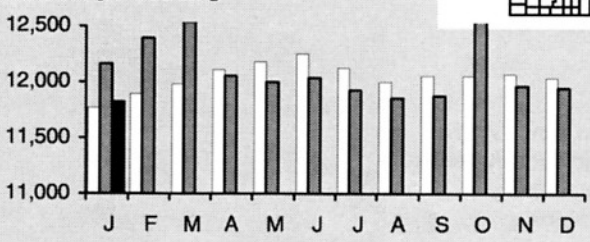
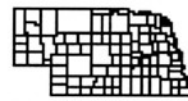


## Southeast



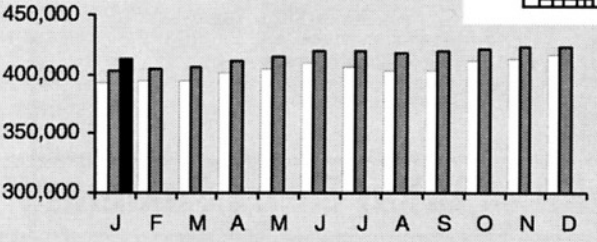
## Sioux City MSA

Nebraska portion only

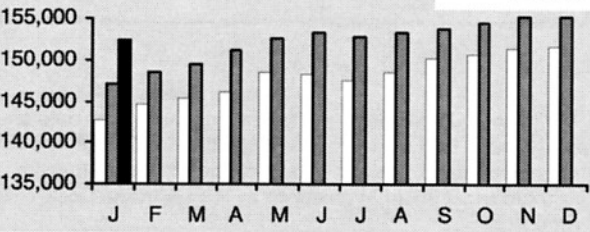
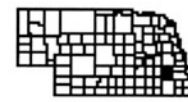


## Omaha MSA

Nebraska portion only



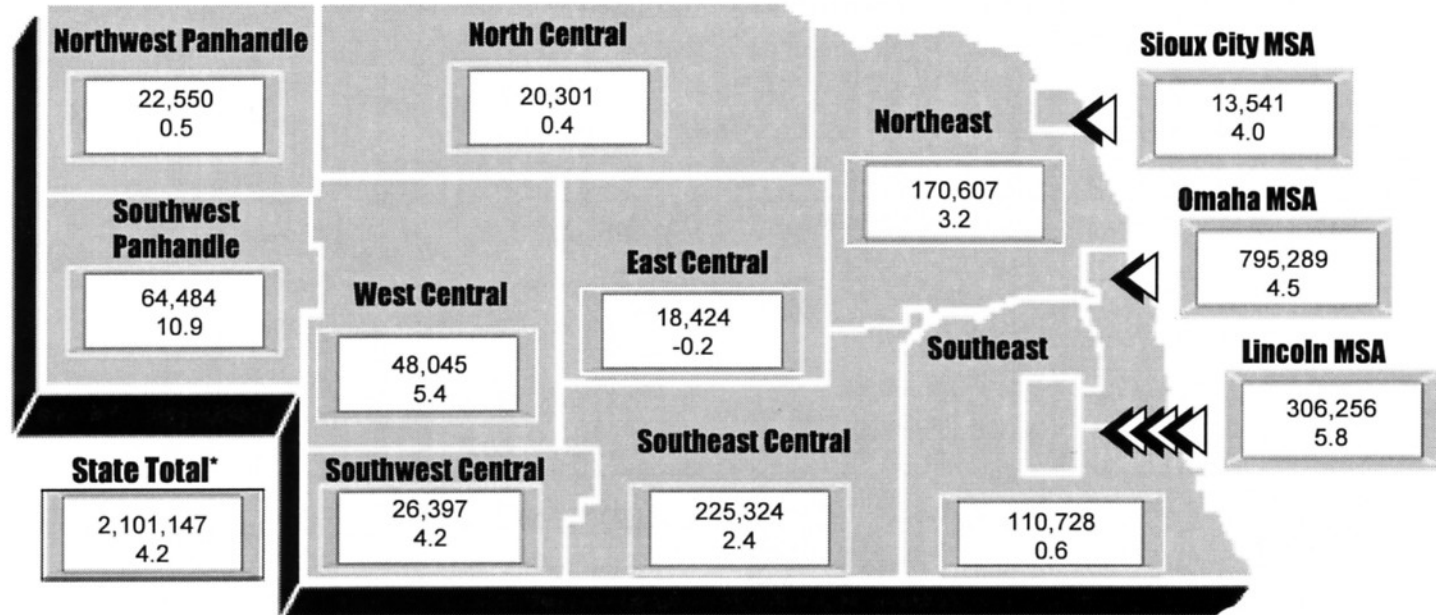
## Lincoln MSA



\*By place of work  
 \*\*Current month data are preliminary and subject to revision  
 Note: All 1999 and 2000 monthly employment data are considered estimates until benchmarked. Data shown for 1999 and 2000 are the most current revised estimates available. Final benchmarked monthly data for 1999 are expected to be released by the Nebraska Department of Labor in mid-2000.  
 Source: Nebraska Department of Labor, Labor Market Information - Kathy Copas and Amy Schofield

# December 1999 Regional Retail Sales (\$000)

## YTD Change vs Yr. Ago



\*Regional values may not add to state total due to unallocated sales  
 Source: Nebraska Department of Revenue

## State Nonfarm Wage & Salary Employment by Industry\*

	January 2000
Nonfarm Emp (W&S)	881,281
Construction & Mining	41,945
Manufacturing	116,693
Durables	56,560
Nondurables	60,133
TCU**	57,110
Trade	212,064
Wholesale	55,550
Retail	156,514
FIRE***	60,903
Services	239,164
Government	153,402

\*By place of work  
 \*\*Transportation, Communication, and Utilities  
 \*\*\*Finance, Insurance, and Real Estate  
 Source: Nebraska Department of Labor, Labor Market Information

Note: All 1999 and 2000 monthly employment and labor force data are considered estimates until benchmarked. Data shown for 2000 are the most current revised estimates available. Final benchmarked monthly data for 2000 are expected to be released by the Nebraska Department of Labor in mid-2001.

## Consumer Price Index

Consumer Price Index - U\*  
 (1982-84 = 100)  
 (not seasonally adjusted)

	February 1999	% Change vs Yr. Ago	YTD % Change vs Yr. Ago (inflation rate)
All Items	169.7	3.2	2.9
Commodities	147.4	3.7	3.1
Services	192.2	2.8	2.8

\*U = All urban consumers  
 Source: U.S. Bureau of Labor Statistics

Inflation Rate

2.9

## State Labor Force Summary\*

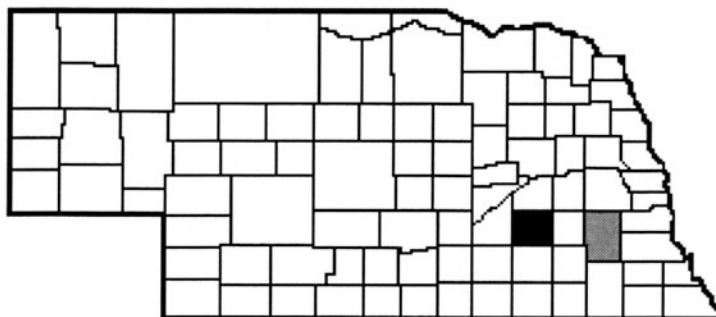
	January 2000
Labor Force	927,027
Employment	898,833
Unemployment Rate	3.0

\*By place of residence  
 Source: Nebraska Department of Labor, Labor Market Information

County of the Month

# York

## York-County Seat



License plate prefix number: 17

Size of county: 576 square miles, ranks 45<sup>th</sup> in the state

Population: 14,512 in 1998, a change of 0.6 percent from 1990

Per capita personal income: \$25,002 in 1997, ranks 5<sup>th</sup> in the state

Net taxable retail sales (\$000): \$159,194 in 1998, a change of 8.1 percent from 1997; \$157,795 from January through December of 1999, a change of -1.0 percent from the same period the previous year.

Unemployment rate: 1.5 percent in York County, 2.7 percent in Nebraska for 1998

	State	York County
<b>Nonfarm employment (1998)<sup>1</sup>:</b>	875,352	8,535
<b>(wage &amp; salary)</b>	<i>(percent of total)</i>	
Construction and Mining	4.8	3.2
Manufacturing	13.6	17.7
TCU	6.4	10.9
Wholesale Trade	6.2	(D)
Retail Trade	18.0	(D)
FIRE	6.6	3.7
Services	27.2	19.9
Government	17.2	12.5

(D) = disclosure suppression

### Agriculture:

**Number of farms:** 712 in 1997, 765 in 1992, 899 in 1987

**Average farm size:** 496 acres in 1997, 452 acres in 1992

**Market value of farm products sold:** \$178.3 million in 1997 (\$250,437 average per farm), \$151.4 million in 1992 (\$197,911 average per farm)

<sup>1</sup>By place of work

Sources: U.S. Bureau of the Census, U.S. Bureau of Economic Analysis, Nebraska Department of Labor, Nebraska Department of Revenue.

# bulletin board

## High Technology

High-technology industries are those with greater than the national average of engineers, engineering technicians, computer scientists, mathematicians, and life scientists, including chemists and geologists. Any industry involving highly trained and specialized personnel typically demonstrates rapid changes in technology.

*Reminder!*  
Visit BBR's home page for the  
Consumer Price Index (CPI)  
[www.bbr.unl.edu](http://www.bbr.unl.edu)

## Technology Survey Response Distribution

Technology survey responses were evenly distributed across the three location types:

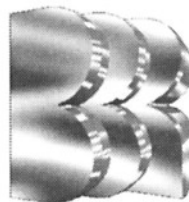
- Rural nonadjacent - 26
- Rural adjacent - 20
- Metro - 20

The return rate was too low to provide statistically significant results. However, because of the even distribution, the results are useful indicators.

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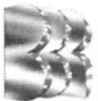
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College of Business Administration—Cynthia H. Milligan, *Dean*

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